



A Day in the Life of South Carolina's Libraries

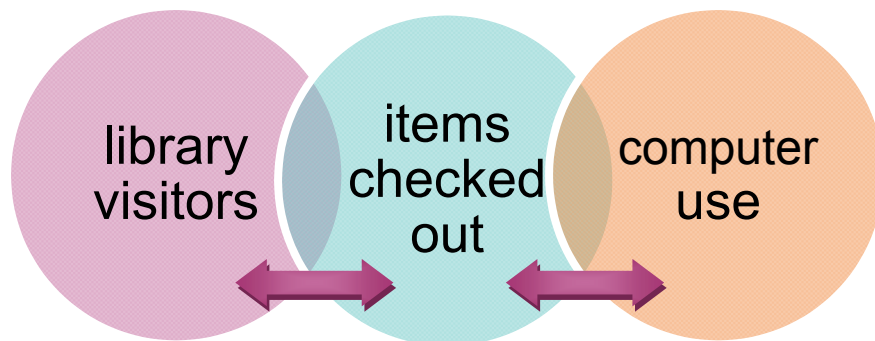


2010 South Carolina Common Cause

TABLE OF CONTENTS

INTRODUCTION	2
SURVEY RESPONSE	3
LIBRARY VISITORS	4
ITEMS CIRCULATED	5
COMPUTER USE	6





INTRODUCTION

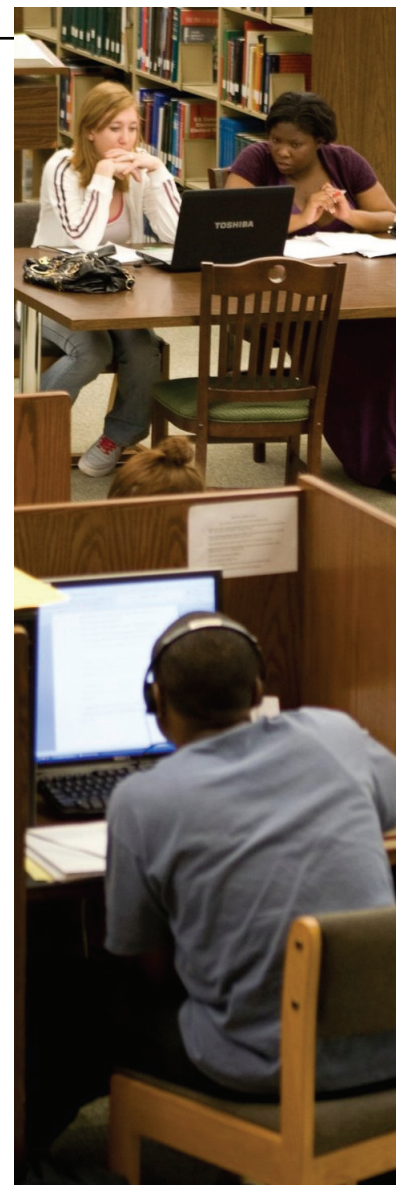
South Carolina Common Cause, a group of librarians and library organizations united in concern for the support and progress of libraries of all kinds, presents this data to create awareness of the astonishing growth in library usage in this time of economic recession. David Goble, Director of the South Carolina State Library and founding member of the group, called for a shared effort from all of the State's libraries to gather information about library services. Goble's vision endorses a collaborative effort to improve library conditions for all.

A simple survey was developed asking three basic, important questions: How many customers visited your library on a given day? How many items were checked out on that day? How many people used computers in the library?

The chosen date – March 30, 2010 – saw the implementation of the survey in school libraries (i.e., K-12 Library Media Centers), special libraries, college and university libraries, and public libraries in every county. Data was submitted via a web-based survey instrument provided by the State Library. An alternative statistics-collection date of April 13 was also designated.

The survey instrument, survey implementation, data analysis and the resulting report were coordinated by Dr. Curtis R. Rogers, Communication Director for the South Carolina State Library. Members of the Common Cause group include:

David Goble, SC State Library
 Amanda LeBlanc, SCASL (SC Association of School Librarians)
 Dr. Samantha Hastings, USC-SLIS (USC School of Library and Information Science)
 Kay Wall, PASCAL (Partnership Among SC Academic Libraries)
 Libby Young, SCLA (South Carolina Library Association)
 Martha Alewine, SC State Dept of Education Library Media Services
 Nancy Rosenwald, SC State Library
 Rayburne Turner, SCLA (South Carolina Library Association)
 Ray McBride, APLA (Association of Public Library Administrators)



South Carolina State Library
 POB 11469, Columbia, SC 29211
 803-734-8666
www.statelibrary.sc.gov

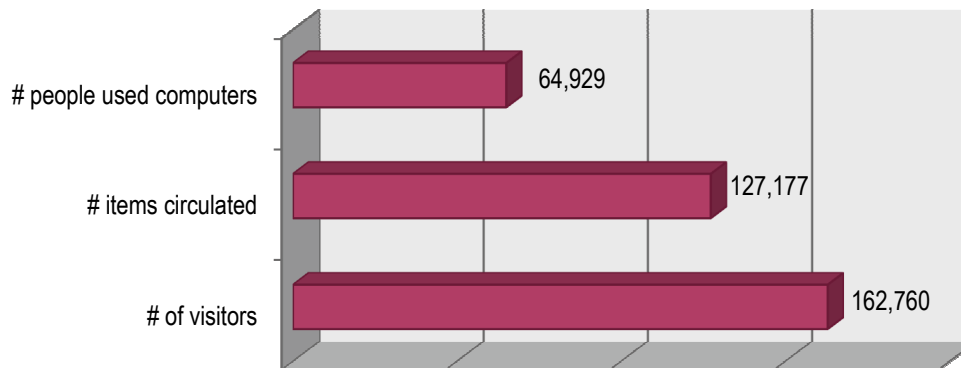
DATA COLLECTED BY TYPE OF LIBRARY

A total of 408 South Carolina libraries responded to the survey: 298 school libraries, 62 public libraries, 44 academic libraries, and 4 special libraries.

"Nothing is as important to a free society as the provision of information to all who need it, young and old. South Carolina libraries, working together with a common interest and a common goal, can ensure the future of free access to information, to literature, and to library services. This survey demonstrates the power of libraries to meet the needs of South Carolina citizens, even in a single day." David Goble, Director, South Carolina State Library.

The 2009 Clemson Carolina football game had 80,574 attendees.

OVERALL RESPONSES



In one day, 162,760 people visit South Carolina libraries.



NUMBER OF LIBRARY VISITORS

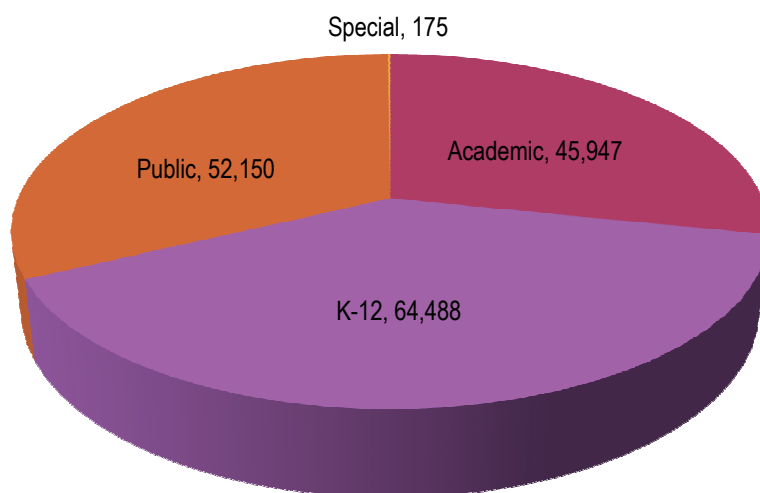
All types of libraries reported impressive numbers of visitors on the survey day. A total of 162,760 people entered South Carolina libraries -- nearly enough people to sell out the Williams-Brice Stadium *twice!*

- Academic Libraries reported 45,947 visitors
- K-12 Libraries reported 64,488 visitors
- Public Libraries reported 52,150 visitors
- Special Libraries reported 175 visitors

WHO'S VISITING THE DIGITAL LIBRARY?

Many library services and collections are now available to users online, including books and reference services. The digital library is expanding!

- ✓ Every academic library in South Carolina reports offering reference service by e-mail or on the Web.
- ✓ Nearly 200,000 electronic subscriptions were held by SC academic libraries in 2008.
- ✓ Users of DISCUS, South Carolina's Virtual Library, retrieved more than 8.5 million items in 2008, a 12% increase over the previous year.



ITEMS CIRCULATED FROM SC LIBRARIES

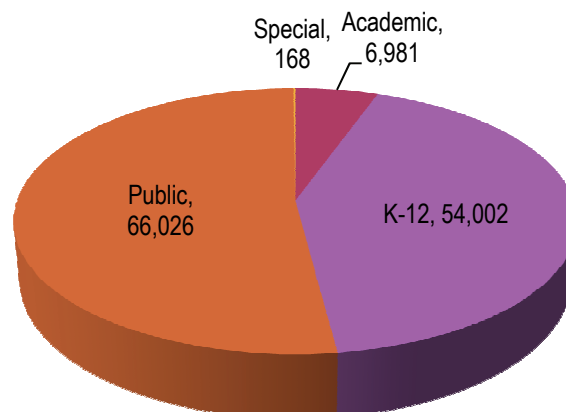


127,177 items were borrowed from South Carolina's libraries in one day. This included books and magazines, music recordings, videos/DVDs, talking books for the vision-impaired, and many other items.

Circulation of children's materials has been on the upswing for years, according to the American Library Association. Approximately one third of library materials borrowed in FY2007 nationwide were children's items. In South Carolina, more than one million more children's items circulated in 2009 than in 2007. Public library materials overall are borrowed in increasing numbers each year, up to 7.4 items annually per capita in FY2007.



- 6,981 items circulated from academic libraries
- 54,002 items circulated from K-12 libraries
- 66,026 items circulated from public Libraries
- 168 items circulated from special libraries



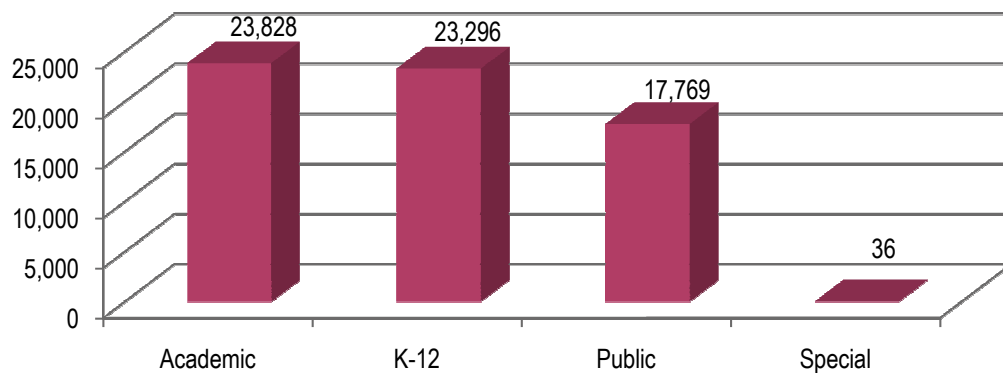
South Carolina's libraries circulate books, DVDs & videos, books on tape, eBooks, large print books, CDs, magazines, books in Braille, Spanish & foreign language materials, art prints, early childhood development materials, games, and more.

COMPUTER USE

Almost half of all those who enter a South Carolina library use a computer in the library. 64,929 people registered for personal use of a computer in our libraries on the survey day. Many of those uses involved training in basic computer skills and use of the Internet – a service conducted *daily* somewhere in a South Carolina library.



- 23,828 people used computers in academic libraries
- 23,296 students used computers in K-12 libraries
- 17,769 people used computers in public libraries
- 36 people used computers in special libraries



In 2009, South Carolina's public libraries offered a variety of workshops and training sessions reaching a total of 5,789 library patrons.